

AMONG NUMEROUS ACTIONS

FOR & WITH THE GENERAL PUBLIC /

To foster behaviour changes and to encourage consumer habits that are more respectful of the Ocean.

• **Actions in the field:** Beach clean ups, waste collection, creating sea turtle nesting habitats, protecting coral reefs, planting mangroves, etc.

• **Educational actions:** Organisation of conference-debates, exhibits, educational workshops, marine-related discovery actions.

• **Daily actions:** The World Ocean Network participates in international campaigns to inform and mobilise the general public on marine resources-related subjects and to encourage a more responsible attitude towards the planet's resources.

One example is the "Mr Goodfish" campaign which aims to raise awareness on the sustainable consumption of seafood. The communication campaign's objective is to enable the consumer to make informed and sound choices when buying seafood so as to reduce human pressure on fishery resources. This is undertaken in close collaboration with seafood industry professionals. Network members also lead campaigns on themes such as climate change or marine biodiversity.



FOR PROFESSIONALS /

To make documentary resources easily accessible.

• **The network's international action:** Since its creation, the representatives of the World Ocean Network have participated in over one hundred international meetings via workshops, training sessions, conferences, communication workshops and exhibition booths presenting the Network's tools and activities. World Ocean Network regional antennas ensure the coordination of activities between organisations from the same region. They also lead educational actions aimed at the public.

• **The World Ocean Network is leading the working group "Education, outreach and media" organised and coordinated by the Global Forum on Oceans, Coasts and Islands.**

• **The World Ocean Network has developed an "Ocean Info Pack" which gathers information on the ocean and circulates it online along with activity ideas and campaign tools.**

• **The Ocean Info Pack provides information and data about the ocean on themes such as climate change, living resources, ocean governance, coastal management and pollution.**

• **The Ocean Info Pack provides communication techniques for professionals who wish to raise public awareness on ocean related questions.**

• **The Ocean Info Pack is an interactive tool that is continually updated thanks to participant contributions. Everyone is encouraged to sign up and put their tools online.**
Ocean Info Pack website address:
<http://oceaninfopack.worldoceannetwork.org>.
The website is in English, French and Spanish.

The pack was elaborated within the framework of the Global Environment Facility UNEP/UNESCO-COI "Fostering a global dialogue on oceans, coasts and islands and raising public awareness" under the coordination of the Global Forum on Oceans, Coasts and Islands.

This document is produced on the occasion of the 4th International Meeting of World Ocean Network, organised at Nausicaá, French National Sea Centre, with support of:



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world ocean network

CARING FOR THE BLUE PLANET,
YOU CAN MAKE A DIFFERENCE



THE BLUE PLANET'S 450 "BEACONS"

Educational organisations, aquaria, science centres, natural history museums, research centres, zoos, media, NGO, spread out all over the world in 60 countries, grouped together in a network for exchanges and action, have set themselves a threefold mission:
inform, mobilise, act.

RAISE GENERAL PUBLIC AWARENESS ON A WORLD SCALE.

FOSTER MORE RESPECTFUL BEHAVIOUR TOWARDS THE ENVIRONMENT.

ENCOURAGE A MORE INTELLIGENT AND SUSTAINABLE USE OF THE OCEAN.

THESE ARE THE WORLD OCEAN NETWORK'S OBJECTIVES

INFORM
MOBILISE
ACT

WHO ARE / WE?

- The World Ocean Network is more than 450 organisations from 60 countries worldwide, welcoming over 250 million visitors every year.
- Network participants convene every 4 years for "International Meetings" during which they take stock of the actions engaged and define a new action plan for the following four years.
- Through the impetus of the International Secretariat and of regional antennas they regularly communicate, share their experiences and convene for regional meetings to implement new actions in common. These actions are locally tailored and adapted to the culture of each network participant.
- World Ocean Network activities are placed under the aegis of the Intergovernmental Oceanographic Commission of UNESCO. By informing the general public, the network commits to better ocean governance as part of the Global Forum on Oceans, Coasts and Islands.



FOUNDING / MEMBERS & BUREAU MEMBERS

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- **Late FEARNHEAD Lex**, Former Director, Two Oceans Aquarium - RSA, <http://www.aquarium.co.za/>; WON Co-chair.
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- **JONES Martin**, Former Director, Reef HQ - Australia, WON Representative for Australia.

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OUR MAIN ACTIONS UNDERWAY

INSTITUTIONAL

To raise awareness on the crucial role the Ocean plays in our daily lives

8 JUNE: WORLD OCEANS DAY/

The World Oceans Day has been first proposed during the Earth Summit in Rio in 1992. Over a thousand organisations from 70 countries participate in World Oceans Day. Every year on 8 June a large number of actions are organised reaching millions of people. The general public, decision makers and media learn more about the major role the ocean plays. This is the result of the World Ocean Network and its partners' actions, who for almost ten years have promoted this day.

The United Nations General Assembly has given a new dimension to this initiative by officially proclaiming 8 June as World Oceans Day.

THE "CITIZEN OF THE OCEAN PASSPORT"/

All the oceans in the world are connected and together they form the World Ocean thanks to which life on Earth is possible. Each inhabitant of the Earth can become a "Citizen of the Ocean" and request his passport. It is Ocean citizenship's distinctive trait.

Citizens of the Ocean **commit themselves** to: using the ocean's resources sustainably, **thinking about the impact of their daily life** on the environment, **behaving more responsibly** to help preserve the ocean and informing others on the crucial role the ocean plays for the Blue Planet and mankind.

The French version of the passport was printed in 2004. The passports are also available in German, English, Spanish, Italian, Japanese, Dutch and Portuguese. 700,000 passports have already been issued in over **35 countries**.

OCEAN FORUMS & PUBLIC DEBATES/

Forums and public debates foster meetings between scientists, political and economic decision makers on the one hand and the general public on the other. They are opportunities for participants to express themselves, to exchange views and ask questions on **issues related to the ocean**.

Public debates favour public awareness raising on the stakes of the ocean at hand. They also encourage everyone to share the information with others and to actively participate in actions.

FOR & WITH YOUNG PEOPLE

To prepare young people for the determining role that they will play on the future of the Ocean.

YOUTH PARLIAMENTS /



The Parliaments are an opportunity to **involve** young people in ocean governance. Because tomorrow they will become consumers, decision-makers and users of marine resources, these young citizens must today get **involved in their future**.

The Parliaments provide a source for information and a platform for debates. The reports, proposals and commitments formulated by the young people are submitted to decision makers, journalists and the general public.

The World Ocean Network and its partners have helped to organise regional and international Parliaments and Forums in Malta (2007), Brussels (2007), La Réunion (2009) and Manila (2009).

THE JUNIOR PASSPORT /

Each child becomes a "Citizen of the Ocean" when issued a "First Citizen of the Ocean Passport". For any child aged 6 to 12 this passport provides simple action ideas to help preserve the World Ocean.

The passport is available in French, English, Catalan, Italian, Dutch and Chinese.

